



FIRST QUARTER 2020 UPDATE

FBL Financial Group, Inc.
May 7, 2020





Safe Harbor Statement and Non-GAAP Measures

Safe Harbor Statement under The Private Securities Litigation Reform Act of 1995

Certain statements in this presentation concerning FBL Financial Group's prospects for the future are forward-looking statements intended to qualify for the "safe harbor" from liability established by the Private Securities Litigation Reform Act. These statements generally can be identified by their context, including terms such as "believes," "anticipates," "expects," or similar words. These statements involve certain risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the forward-looking statement. These risks and uncertainties are detailed in FBL Financial Group's reports filed with the Securities and Exchange Commission and include, but are not limited to, changes in interest rates, difficult conditions in financial markets and the economy, lack of liquidity and access to capital, investment valuations, competitive factors, a decrease in ratings, changes in laws and regulations, differences between actual claims experience and underwriting assumptions, relationships with Farm Bureau organizations, the ability to attract and retain sales agents and adverse results from litigation and the impact of the COVID-19 pandemic and any future pandemics. These forward-looking statements are based on assumptions which FBL Financial Group believes to be reasonable; however, no assurance can be given that the assumptions will prove to be correct. FBL Financial Group undertakes no obligation to update any forward-looking statements.

Non-GAAP Measures

Comments during this presentation include certain non-GAAP financial measures. Where applicable, these items are reconciled to GAAP in the appendix of this presentation, as well as in our SEC filings and quarterly financial supplements, which may be found on our website.

Reasons to Invest in FBL Financial Group, Inc.

Attractive Business Profile

- Exclusive Farm Bureau Financial Services agents
 - Attractive niche market
 - Business mix of life insurance and annuities
 - Wealth management business expected to add diversification
-

Solid Financial Results

- 2019 net income of \$5.09 per share
 - Record 2019 adjusted operating income of \$4.75 per share
-

Active Capital Management

- 5.1% indicated dividend yield*
 - Special dividend paid annually each of last 6 years
 - With special dividend, highest dividend yield in life insurance industry*
-

Excellent Capital Level

- 525% RBC as of 3/31/20
 - Estimated \$142M of excess capital as of 3/31/20
 - A.M. Best A (Excellent) rating
-

*As of 4/30/20



Agenda

- **Company Overview**
- Competitive Advantages
- Financial Overview

COMPANY OVERVIEW

FBL Financial Group, Inc. at a Glance

Exchange Ticker Symbol	▪ NYSE: FFG
Headquarters	▪ West Des Moines, Iowa
Established	▪ 1945
Total Assets ⁽¹⁾	▪ \$10.3 Billion
Life Insurance In Force ⁽¹⁾	▪ \$66.0 Billion
Book Value Per Share ⁽¹⁾⁽²⁾	▪ \$43.54
Annualized Dividend Per Share	▪ \$2.00 Indicated Dividend – \$3.50 Including March 2020 Special Dividend
Dividend Yield Per Share ⁽³⁾	▪ 5.1% Regular Indicated Dividend – 9.0% including March 2020 Special Dividend
Contact	Kathleen Till Stange Vice President Corporate & Investor Relations Kathleen.TillStange@FBLFinancial.com 515-226-6780 www.fblfinancial.com



(1) As of March 31, 2020

(2) Excluding accumulated other comprehensive income. See Appendix for reconciliation of non-GAAP financial measures.

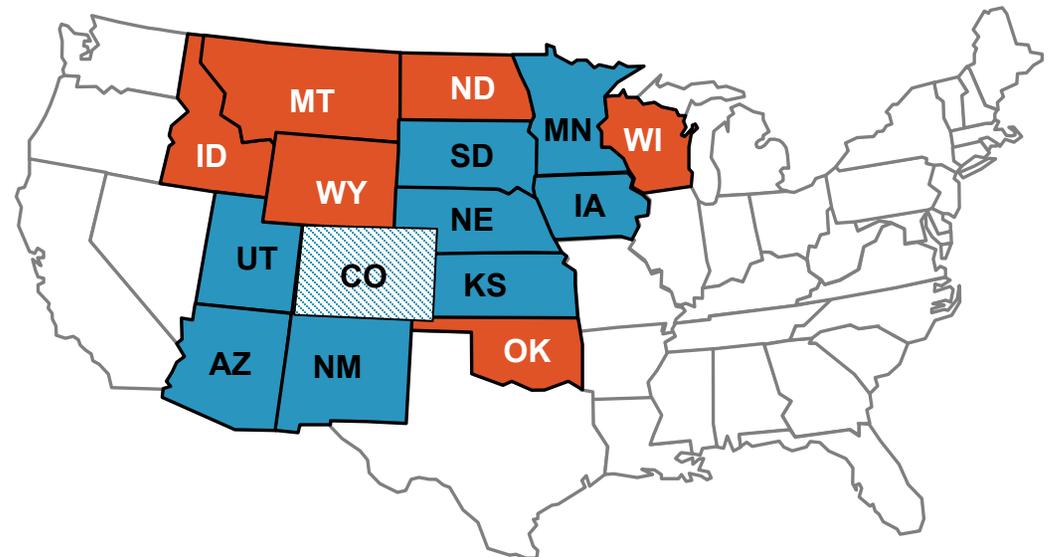
(3) As of April 30, 2020

COMPANY OVERVIEW

Farm Bureau Life Insurance Company

FBL Financial Group's primary subsidiary is Farm Bureau Life Insurance Company, established in 1945. FBL also manages two affiliated property-casualty insurance companies.

Farm Bureau Life Insurance Company	
Brand	 FARM BUREAU FINANCIAL SERVICES
Products	Comprehensive line of life insurance, annuities
Distribution	1,831 exclusive Farm Bureau agents and agency managers
Territory	14 Midwestern and Western States
Partners	<ul style="list-style-type: none"> ▪ Farm Bureau-affiliated property-casualty company partners in 6 states ▪ FBL manages P-C operations for a partner in 8 states



-  FBL manages multi-line insurance operations
-  Farm Bureau Life products distributed through Farm Bureau partners
-  Greenfields Life Insurance Company

With a powerful brand in its marketing territory, Farm Bureau Life has been able to consistently grow its customer base.



Agenda

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- **Competitive Advantages**
- Financial Overview

FBL Leverages Competitive Advantages

Trusted Brand



- Brand highly recognized and regarded in rural and small metro markets
- Exclusive franchise in 14 states grants use of Farm Bureau name and logo to Farm Bureau Life Insurance Co.
- Farm Bureau: largest U.S. farm and ranch organization
- Property casualty partners provide leads to cross-sell life products

Multiline Exclusive Agents

- Agents develop deep customer engagement with long-term relationships
- Agents connect in local communities
- Agents supported by online and traditional media presence
- 1,831 exclusive Farm Bureau agents and agency managers are supported by 1,150 sales associates

Cross-Sell Culture

- Culture leads to industry leading cross-sell rates
- Cross-sell penetration of property casualty base:
Farm Bureau Life 24%
Industry 12%*
- Cross-sell rate has grown over time:
17% in 2008
24% in 2020

**Source: LIMRA, 2018 Cross-Sell Report
Multiline exclusive agent average*

Rural, Agricultural Knowledge

- Deep understanding of ag community; closely aligned with unique needs of the rural agricultural market
- FBL's managed PC operations rank No. 2 nationally in farmowners market share and No. 1 in six of eight of the FBFS multiline states
- Farm and ranch succession planning workshops

COMPETITIVE ADVANTAGES

Niche Customer Base Creates Advantages

FBL Financial Group benefits from close ties to the unique needs of the agricultural market and affinity with the Farm Bureau brand.

- Target market is Farm Bureau member farmers, ranchers and agriculture-affiliated individuals and businesses in rural areas, small cities and select small metro areas
- *Changing Hands - Your Legacy, Their Future* farm and ranch succession planning workshops allow prospects and client members to think about the future of their farm or ranch and how we can help them continue their legacy for many generations

**Smarter Insurance
for Agriculture.®**

**FARM BUREAU
FINANCIAL SERVICES**

Here's to staying true to your roots.

**CHANGING
HANDS**

Your legacy, their future.

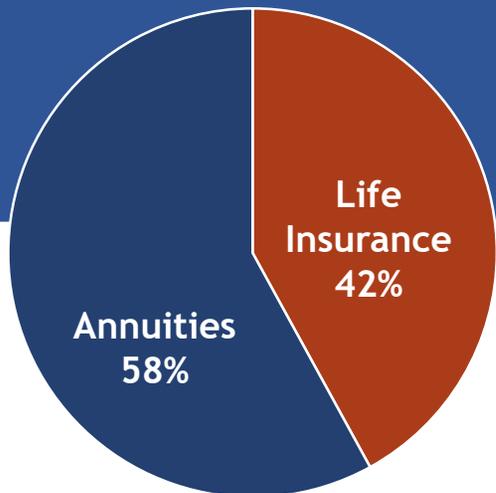
**FARM BUREAU
FINANCIAL SERVICES**

COMPETITIVE ADVANTAGES

Diversified Product Mix Provides Array of Options

Farm Bureau Life agents offer an array of individual life insurance and annuity products, and focus on needs-based selling to provide customers with products appropriate for various life stages and economic scenarios.

Life Insurance Portfolio	Product Line	Product
	Term	<ul style="list-style-type: none"> Choice Term Return of Premium Term Increasing Term
	Whole Life	<ul style="list-style-type: none"> AllLife
	Universal Life	<ul style="list-style-type: none"> Foundations Indexed Universal Life Universal Life with Secondary Guarantee
Annuity Portfolio	Product Line	Product
	Deferred Annuities	<ul style="list-style-type: none"> Select IV Portfolio Select IV New Money Accumulock Indexed Annuity
	Single Premium Immediate Annuities	



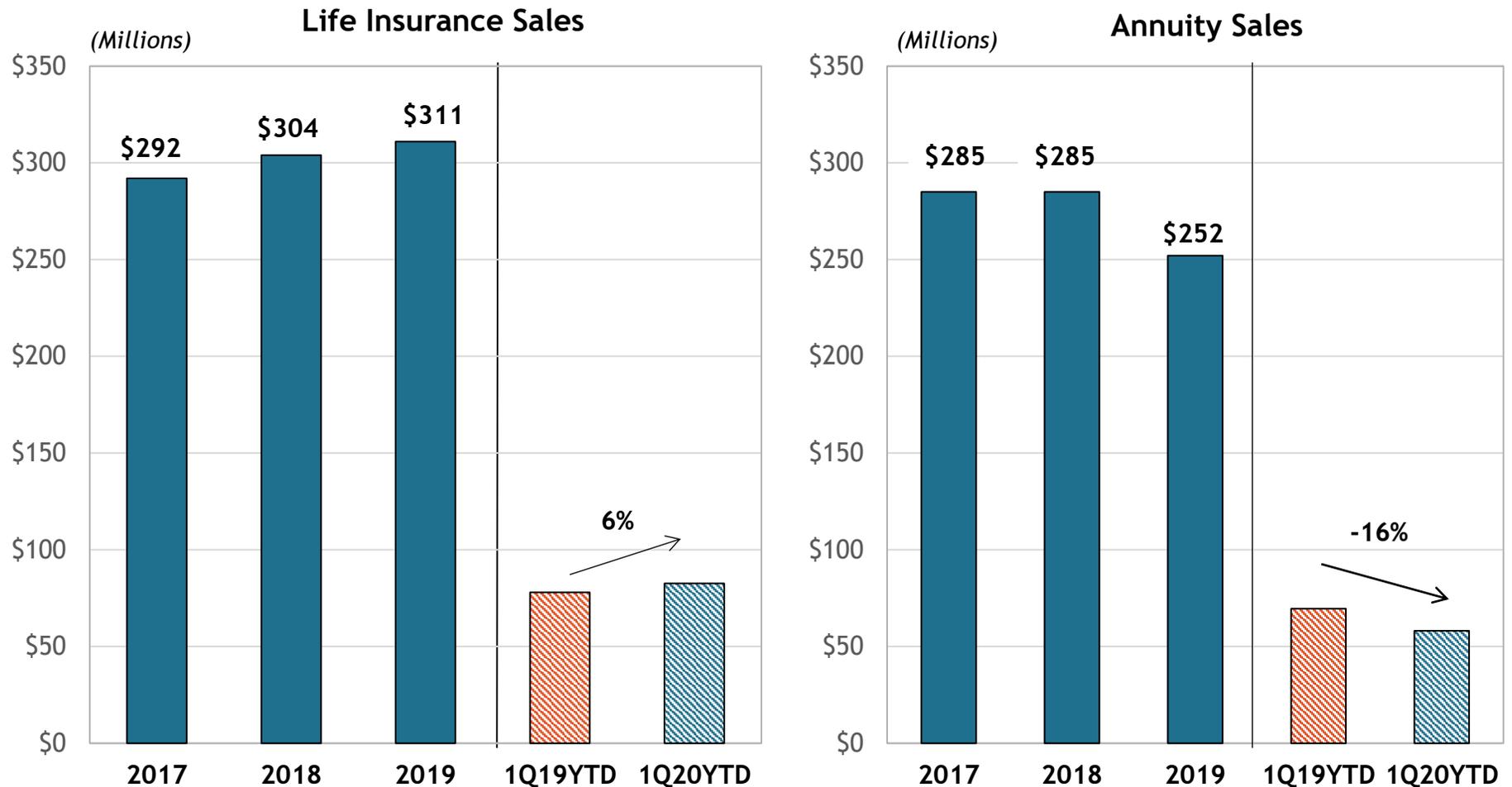
March
2020
Statutory
Reserves

In addition to our own manufactured products, we allow agents to sell certain third party products (health insurance and benefit plans, mutual funds and select other products) as an accommodation to our agents and customers.

COMPETITIVE ADVANTAGES

Growing Life Sales, Declining Annuity Sales

Life premiums collected have steadily grown over the last several years while annuity sales declined amidst low market interest rates.



NOTE: Amounts shown are total premiums collected. See Appendix for reconciliation of non-GAAP financial measures.

COMPETITIVE ADVANTAGES

Farm Bureau Wealth Management

This business allows agents to add more value, enhance the customer experience and further strengthen the agent/customer relationship.

- Mutual funds and fee-based financial planning services
- Diversifies and adds value to the companies

- Complements product and service offerings provided by Farm Bureau Financial Services agents



- 59 agent financial advisors
- 1,059 agent registered representatives
- 27 Farm Bureau Wealth Management Advisors (WMA) appointed as of 3/31/20
- Actively recruiting additional WMAs

- Expect to add a diversified earnings stream to FBL Financial Group
- Investment/cost of \$0.05 per share in 1Q20



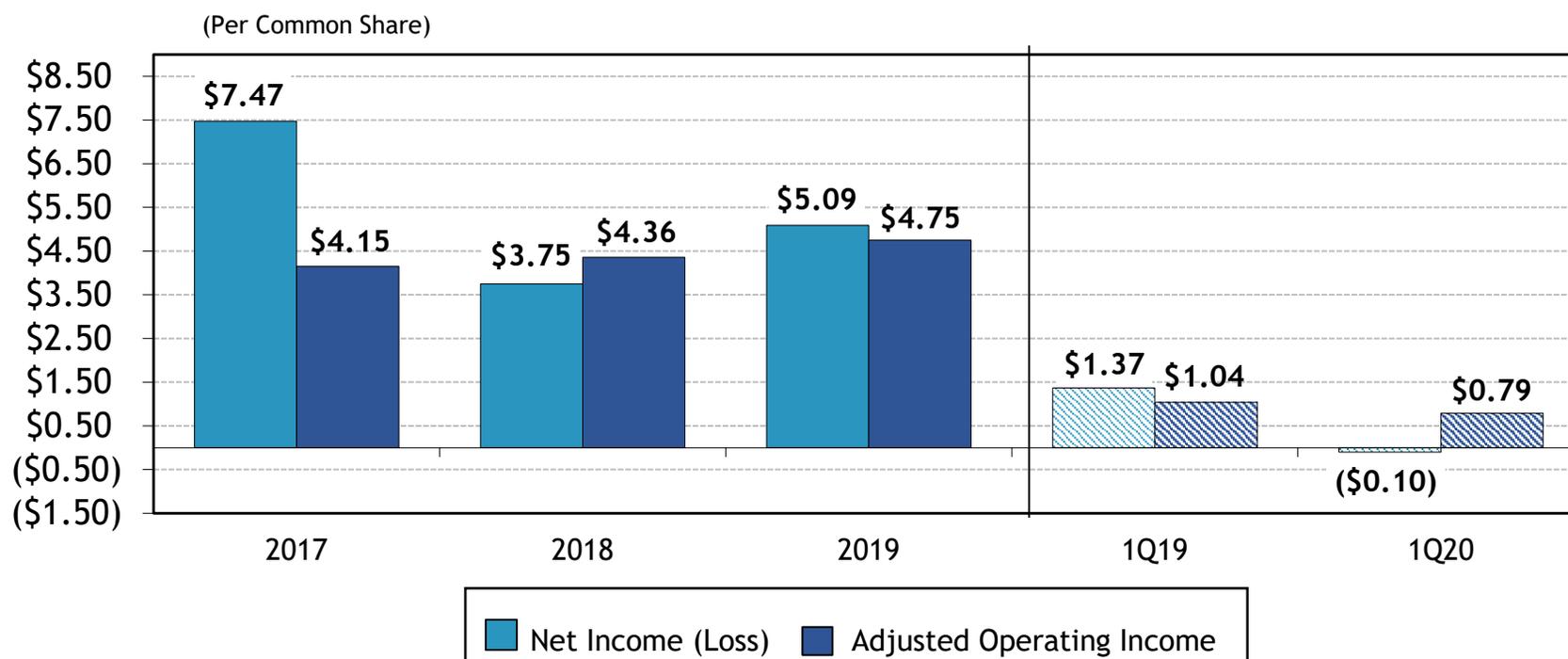
Agenda

- Company Overview
- Competitive Advantages
- **Financial Overview**

FINANCIAL OVERVIEW

Net Income (Loss) and Adjusted Operating Income

Following strong earnings in 2019, FBL Financial Group's first quarter 2020 financial results were negatively impacted by financial market performance related to the COVID-19 pandemic.

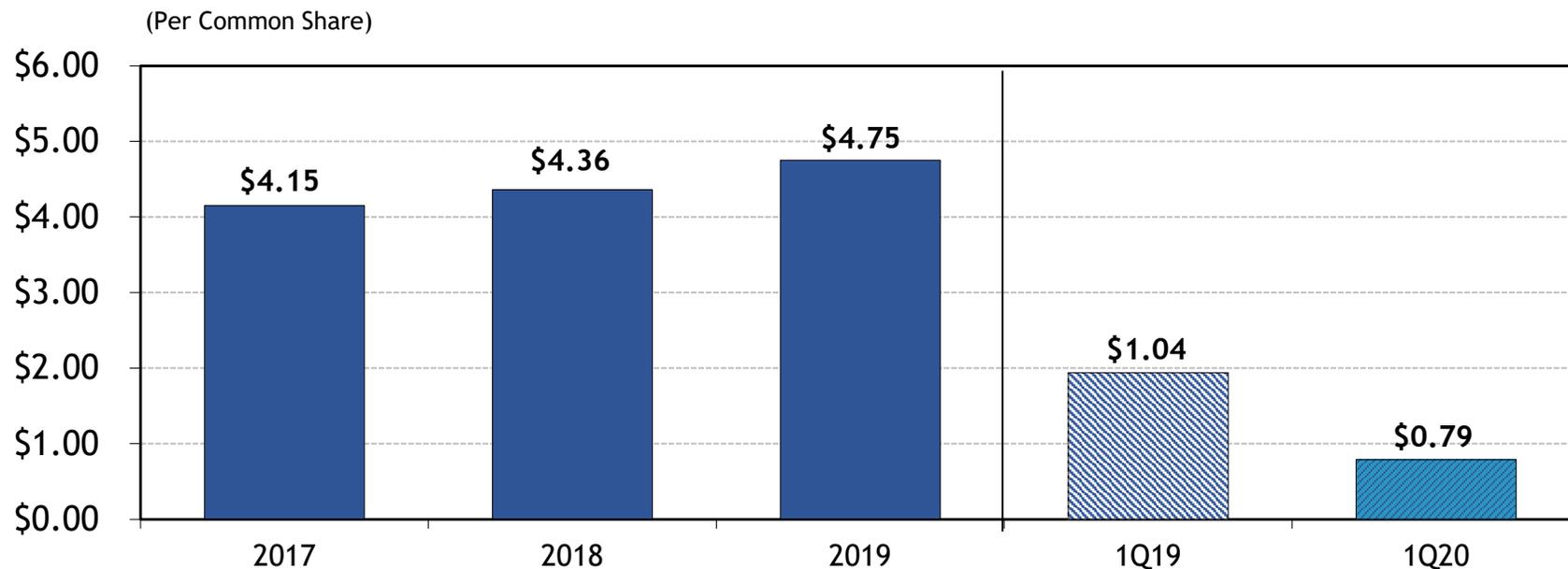


NOTE: Adjusted operating income excludes the gains and losses on investments, which includes the change in fair value of equity securities and the change in allowances for credit losses on investments, and the change in fair value of derivatives. See Appendix for reconciliation of non-GAAP financial measures.

FINANCIAL OVERVIEW

First Quarter Adjusted Operating Income

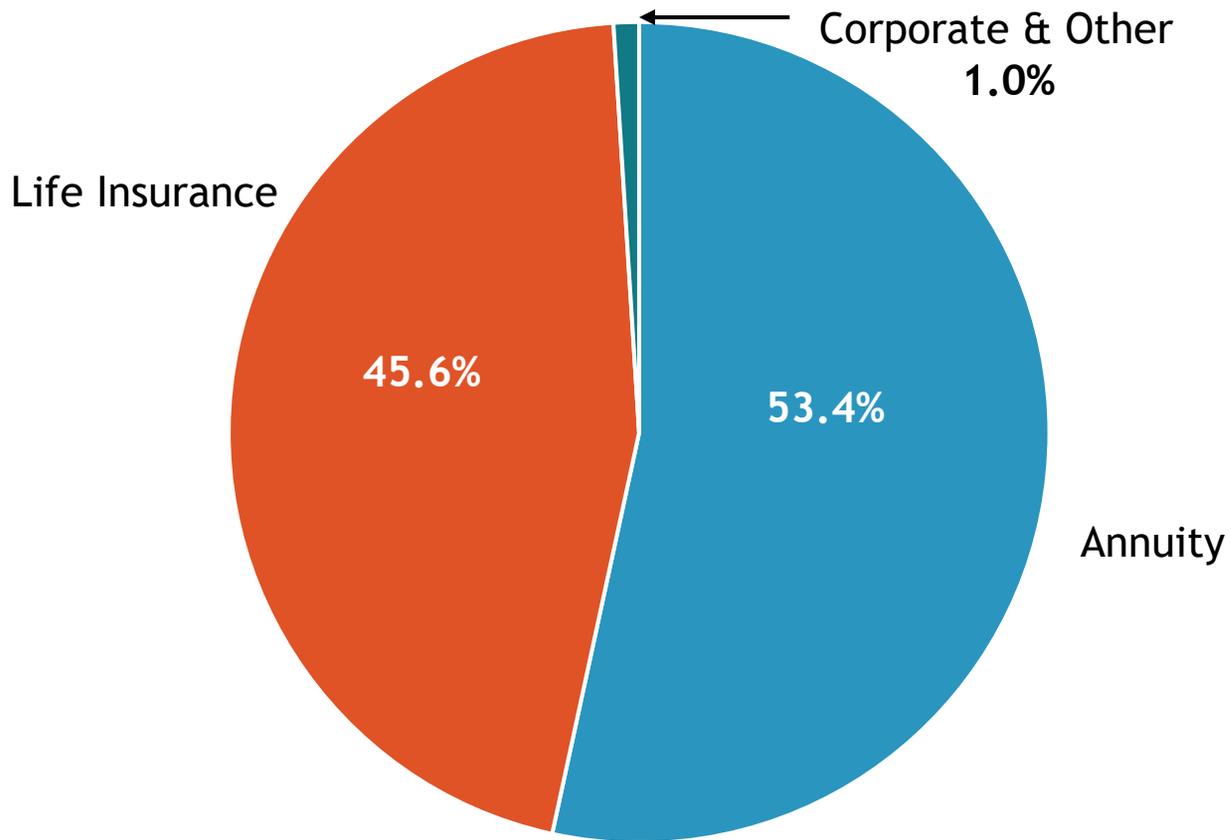
First quarter 2020 earnings reflect the negative impact of financial market performance related to the COVID-19 pandemic, partially offset by better than expected mortality experience.



NOTE: Adjusted operating income excludes the gains and losses on investments, which includes the change in fair value of equity securities and the change in allowances for credit losses on investments, and the change in fair value of derivatives. See Appendix for reconciliation of non-GAAP financial measures.

Pre-Tax Operating Earnings - Quarter Ending March 31, 2020

Earnings are primarily from FBL's Life Insurance and Annuity segments.



FINANCIAL OVERVIEW

Notable Items Impact Adjusted Operating Income

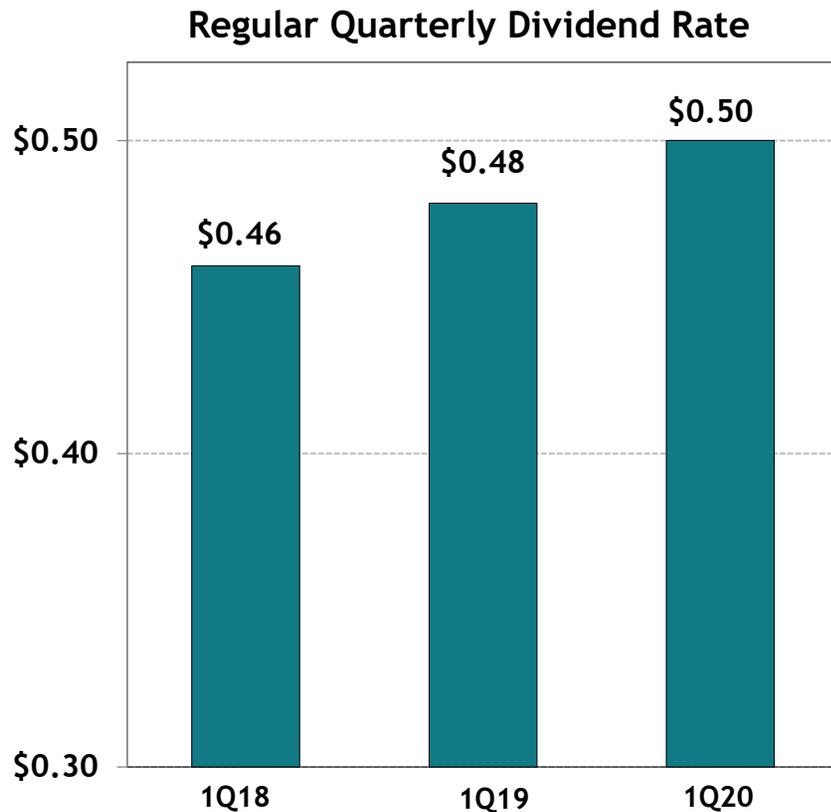
Several items positively impacted 2019 earnings and are not expected to recur in 2020. Additionally, continued investment in the wealth management business and low market interest rates are expected to impact 2020 earnings.

	2019 Impact		Outlook
Unlocking	+	Unlocking actuarial assumptions related to surrenders, withdrawals, mortality, investment yields, etc.	Benefit not expected to recur
Investment fee income	+	Investment fee income from bonds calls and prepayments	Payment fee income is expected, but at a lower level
Tax benefit	+	One-time benefit in 3Q19 from the execution of a tax planning strategy	Not expected to recur
Equity market performance	+	Positive equity market performance lowered DAC amortization on variable business and lowered the reserve increase on the index annuity guaranteed living withdrawals benefits (GLWB) rider	Declining equity markets increase DAC amortization and GLWB rider reserves
Wealth Management	-	Costs for the growing wealth management business until it achieves scale and adds to the bottom line	Continued cost/investment expected in 2020
Mortality experience	-	Higher than expected death benefits in 2019	Death benefits by their nature will fluctuate on a quarterly basis
Spread income	-	Decline due to lower investment yields from the maturity of higher yielding assets and the reinvestment of proceeds in lower yielding assets	Continued pressure on spreads is expected due to continued low market interest rates

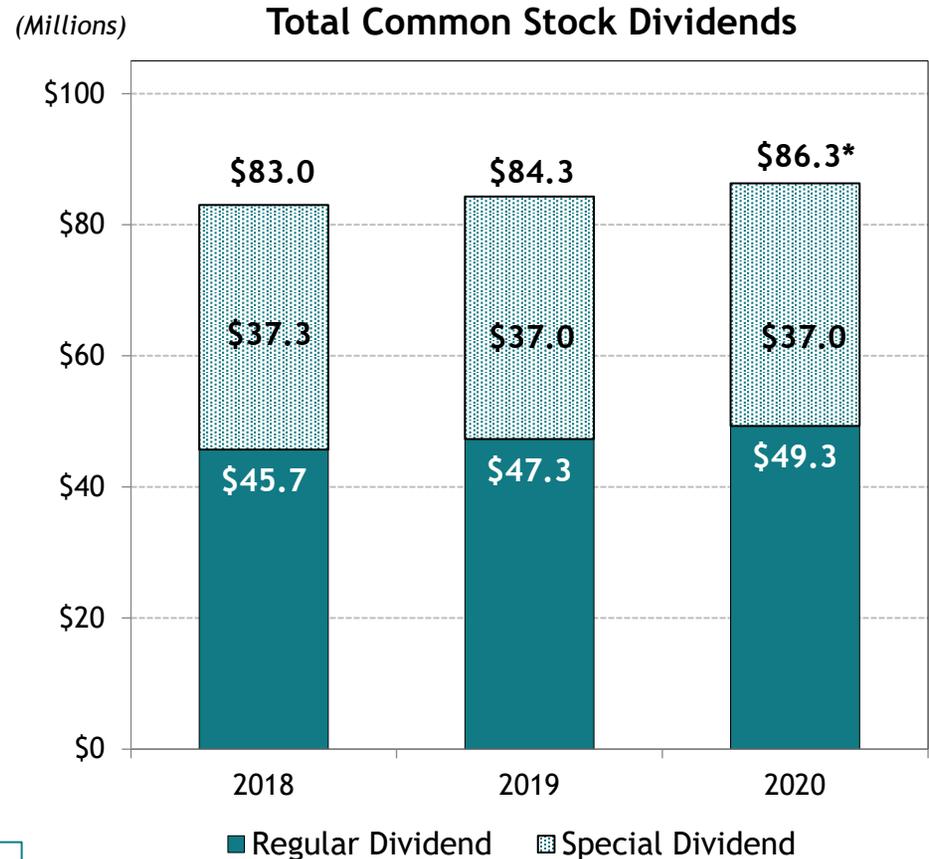
FINANCIAL OVERVIEW

Growing Regular Quarterly Dividends and Special Dividend

Dividend increases over the last several years and the payment of a special dividend reflect FBL's excess capital position and desire to return cash to FBL's shareholders.



\$1.50 per share special dividend in 1Q18, 1Q19 and 1Q20

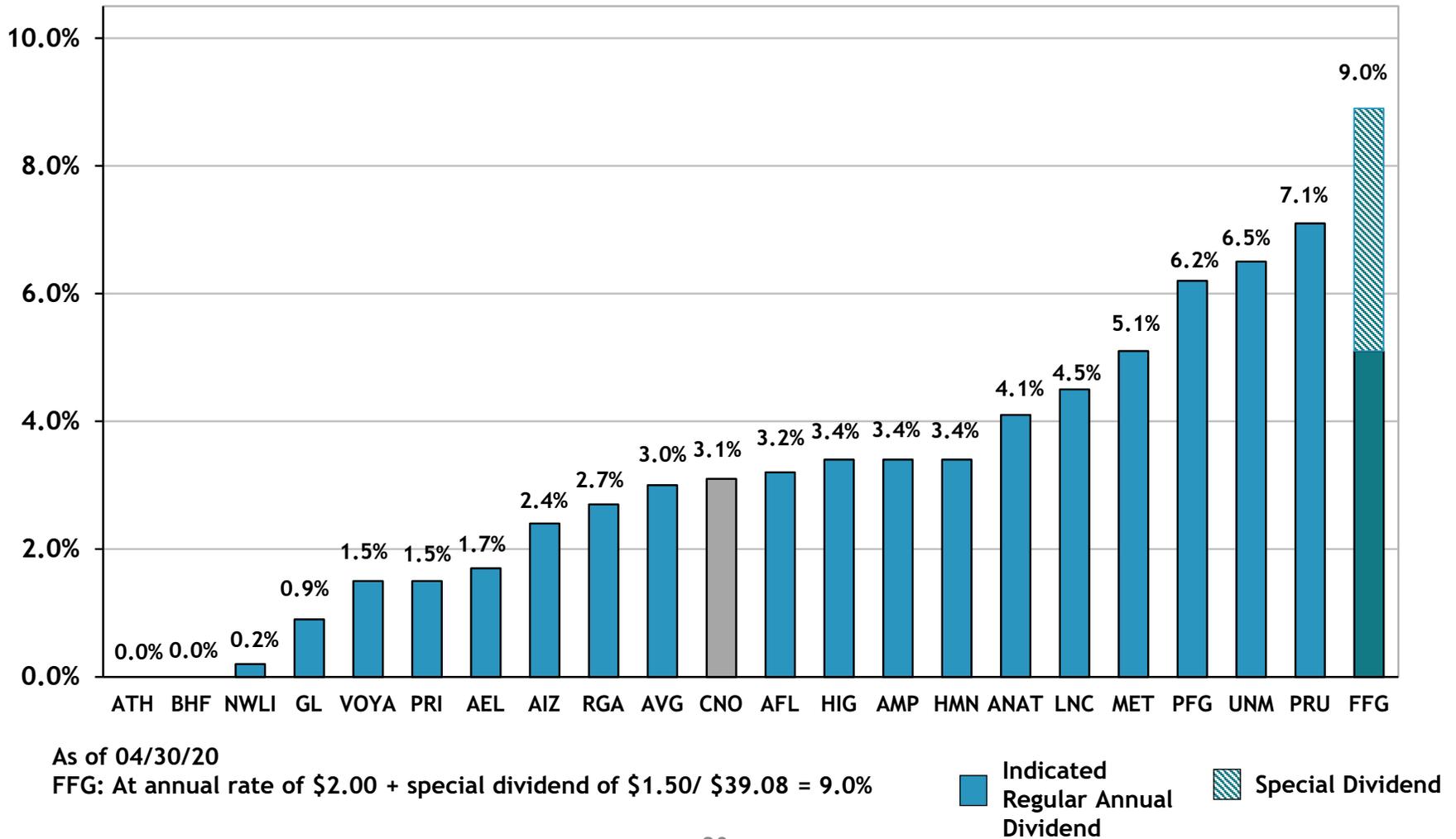


* Based on current shares outstanding. 2Q, 3Q and 4Q dividends have not yet been declared or approved by the Board of Directors.

FINANCIAL OVERVIEW

Highest Dividend Yield in Life Insurance Industry

Given its indicated quarterly dividend and March 2020 special dividend, FBL's dividend yield is the highest in the life insurance industry.



FBL Total Capitalization Of \$1.4 Billion

Following the capital management transactions of the last several years, total capitalization is \$1.4 billion.

	As of March 31, 2020 (Thousands)
Short-term debt	\$ 10,000
Trust preferred securities, 5%, due 2047	97,000
Preferred stock	3,000
Common stockholder's equity, excluding AOCI	<u>1,072,858</u>
Total capitalization, excluding AOCI	1,182,858
Accumulated other comprehensive income	<u>258,422</u>
Total capitalization, including AOCI	<u>\$ 1,441,280</u>
Leverage ratio (50% equity credit for trust preferreds)	<u>4.1%</u>

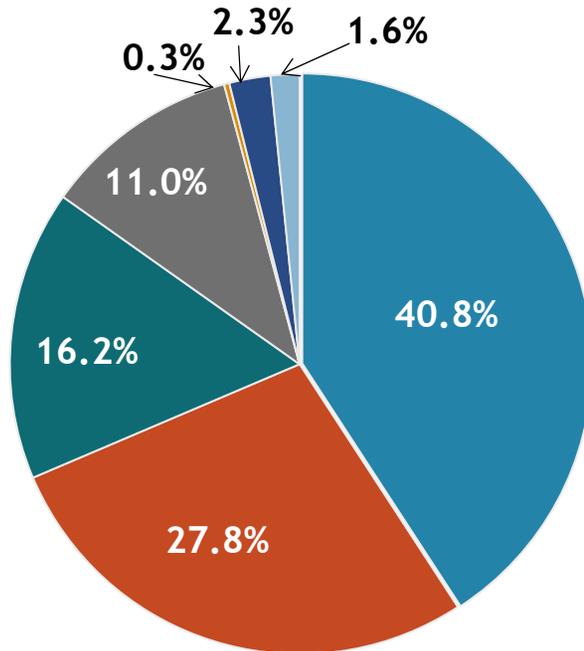
- RBC (Risk Based Capital - Company Action Level) was 525% at 03/31/20
- Farm Bureau Life consistently generates excess capital
- Excess capital estimated to be \$142 million at 3/31/20

FINANCIAL OVERVIEW

High Quality, Diversified \$9.0 Billion Investment Portfolio

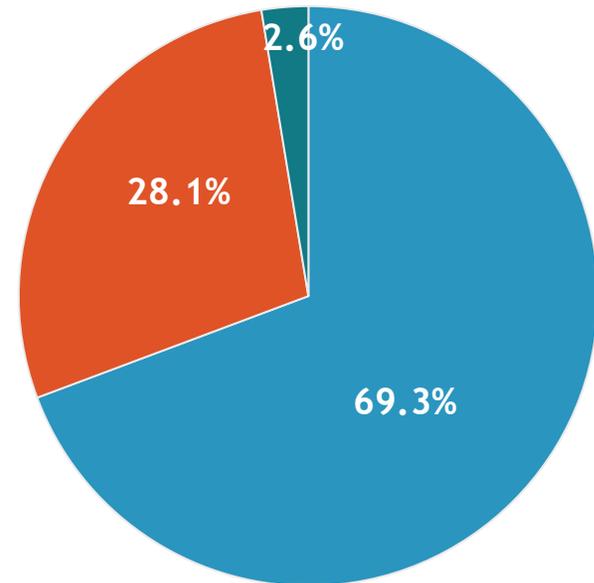
Investments are well diversified by individual issue, industry and asset class.

Investments by Type



- Corporate Bonds
- Mortgage and Asset-backed Securities
- State and Political Subdivisions
- Commercial Mortgage Loans
- Short-term Investments
- Policy Loans
- Other

Investment Quality



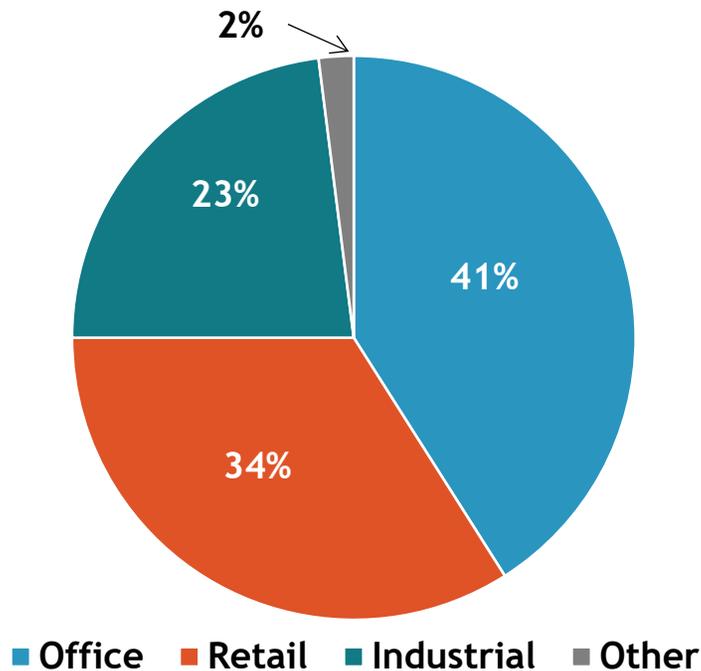
- A or Higher
- BBB
- Below Investment Grade

Portfolio as of March 31, 2020

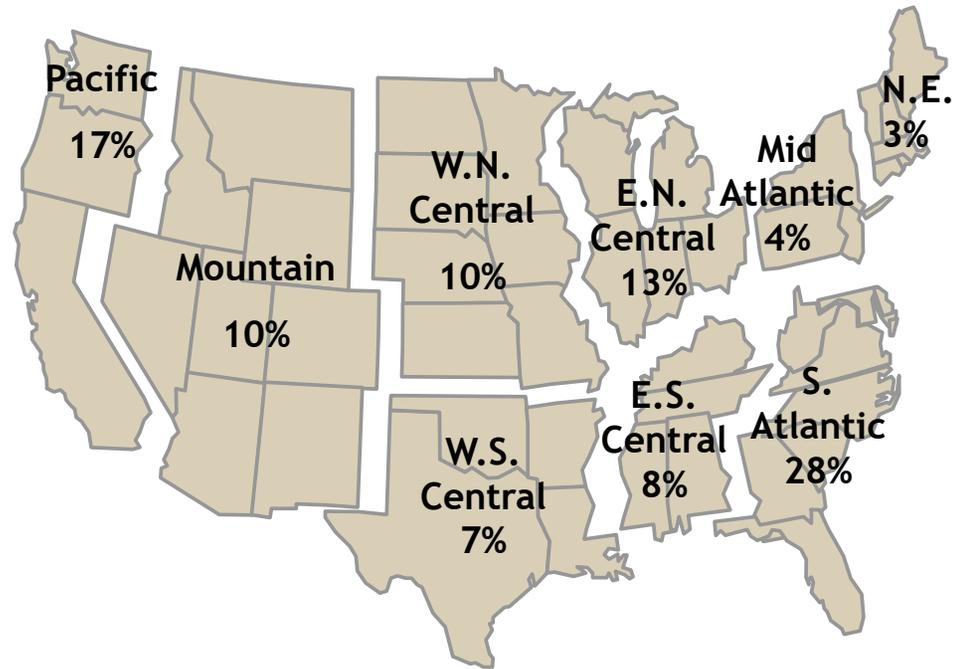
FINANCIAL OVERVIEW

High Performing \$1.0 Billion Commercial Loan Portfolio

\$1.0 billion commercial mortgage loan portfolio is well-diversified by property type and geographic location. Long history of extremely low delinquency rates.



Collateral Type as of March 31, 2020

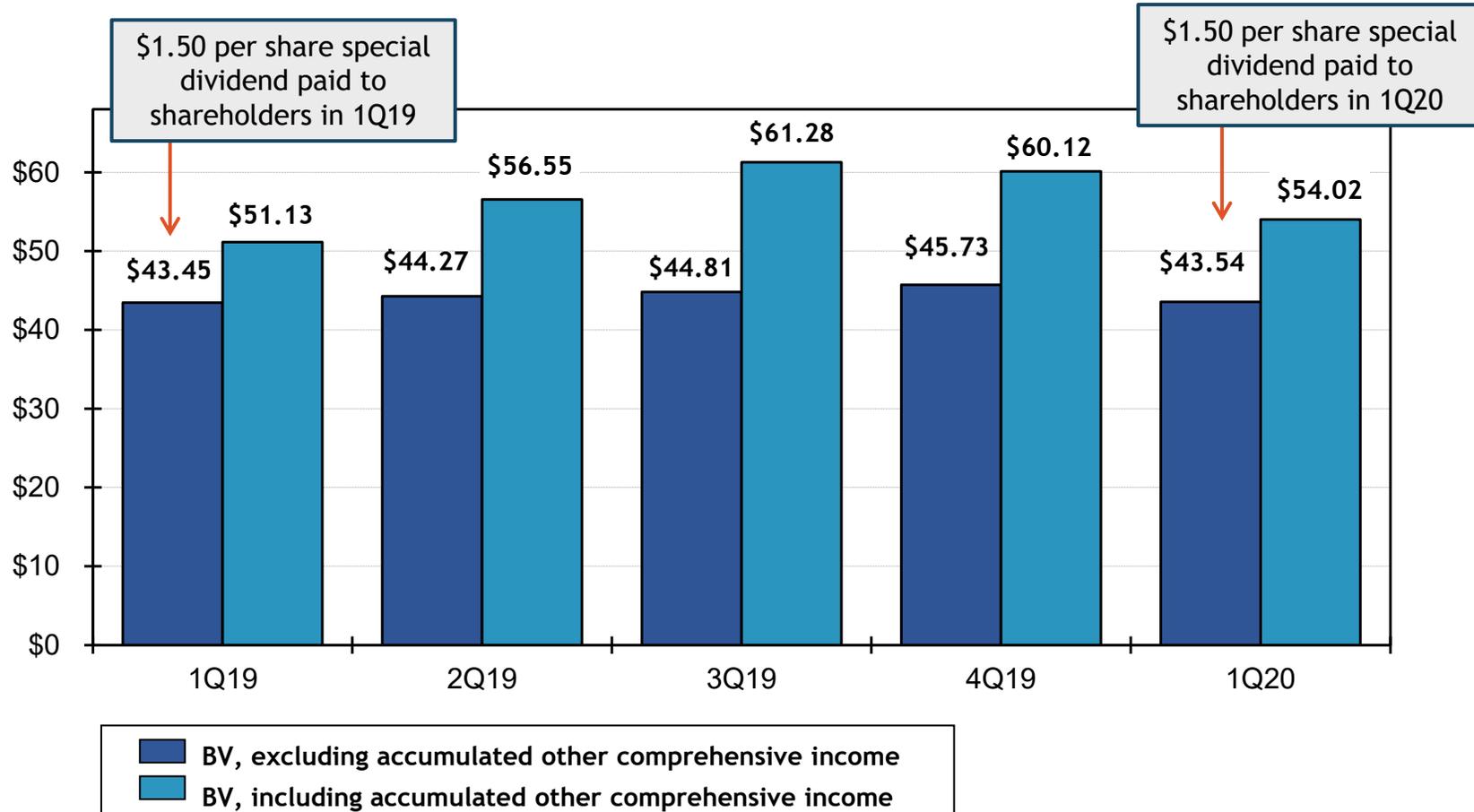


- Underwritten internally
- No single-family, hotel, construction or agricultural loans
- 97.8% amortize principal, 2.2% interest-only
- 82% of portfolio has a CM-1 rating
- All loans performing at 3/31/20, none past due

FINANCIAL OVERVIEW

Book Value Per Common Share

Book value totaled \$54.02 including AOCI and \$43.54 excluding AOCI at March 31, 2020.





Reasons to Invest in FBL Financial Group, Inc.

- Attractive Business Profile
- Solid Financial Results
- Active Capital Management
- Excellent Capital Level



FBL Financial Group, Inc.

www.fblfinancial.com

www.fbfs.com



APPENDIX

Sustainability

FBL Financial Group has practices in place to continue its long history as a responsible corporate citizen.

EMPLOYEE DEVELOPMENT & ENGAGEMENT

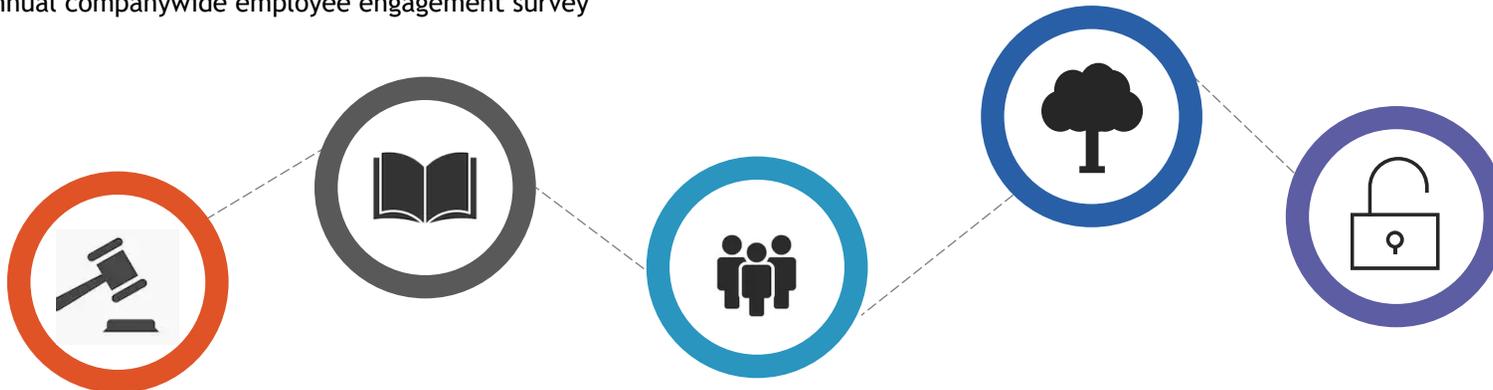
A Collaborative and Supportive Culture

- Comprehensive benefits offered including an onsite wellness facility, medical clinic, cafeteria and childcare
- Committed to values of integrity, accountability, service, teamwork, leadership and passion
- Tuition Reimbursement
- Internship Opportunities
- Annual companywide employee engagement survey

CONSERVATION OF RESOURCES

A Sampling of Environmentally Friendly Practices in Place

- Office Lighting - replaced inefficient lighting with LED lights
- Irrigation of 60-acre campus from on-site lake since 1990
- Sustainable cleaning products and cloths; no paper
- Remodeling building using LEED and BOMA Best Practices
- Paper usage to be reduced as electronic document delivery and digital signage implemented



GOVERNANCE

Commitment to Strong Corporate Governance

- Separate Chairman and CEO
- Lead Independent Director Designated
- Full Board of Directors Elected Annually
- Annual Say on Pay Shareholder Vote
- No Poison Pill

COMMUNITY INVOLVEMENT

Active Community Service and Contributions

- Partnerships with charitable organizations including United Way, Children & Families of Iowa, Meals from the Heartland, American Heart Association, Variety-Children's Charity, Special Olympics, and Habitat for Humanity
- Corporate Giving Garden
- Iowa State Patrol partners on distracted driving
- Volunteer Time Off: Each employee allowed one day per year to volunteer with non-profits

CYBER RISK & SECURITY

Systems in Place to Maintain the Security of our Business and Client/Member Data

- Robust Enterprise Risk Management
- Comprehensive Information Security Policies, Standards and Education
- Network-based Intrusion Detection System: Actively Monitored 24x7x365
- Use of Multi-Factor Authentication

FBL Leadership: Experienced Executive Management Team

Name	Position	Years of Experience	
		Industry	FBL
Dan Pitcher	Chief Executive Officer	36	22
Don Seibel	Chief Financial Officer	35	24
Casey Decker	Chief Information Officer	16	16
Kelli Eddy	Chief Operating Officer - Life	25	1
Nick Gerhart	Chief Administrative Officer	9	3
Lori Gadelmann	General Counsel	29	27
Charlie Happel	Chief Investment Officer	36	34
Dan Koster	Vice President - Marketing & Agency Services	22	22
Ron Mead	Vice President - Sales & Distribution	28	28
Jay Seiboldt	Chief Operating Officer - PC	29	29

28 years

Management team
average industry
experience

21 years

Management team
average years with FBL

APPENDIX

Reconciliation of Non-GAAP Financial Measures

	Three months ended March 31,		Year ended December 31,		
	2020	2019	2019	2018	2017
	(dollars in thousands, except per share data)				
Net income (loss) attributable to FBL	\$ (2,515)	\$ 34,043	\$ 126,209	\$ 93,793	\$ 187,305
Adjustments:					
Initial impact of the Tax Act ^(a)	-	-	-	(617)	(81,157)
Net realized gains/losses on investments ^{(b) (c)}	20,112	(7,230)	(5,813)	9,546	459
Change in fair value of derivatives ^(b)	2,039	(911)	(2,703)	6,188	(2,549)
Adjusted Operating Income ^(d)	<u>\$ 19,636</u>	<u>\$ 25,902</u>	<u>\$ 117,693</u>	<u>\$ 108,910</u>	<u>\$ 104,058</u>
Adjusted Operating income per common share assuming dilution ^(d)	<u>\$ 0.79</u>	<u>\$ 1.04</u>	<u>\$ 4.75</u>	<u>\$ 4.36</u>	<u>\$ 4.15</u>

(a) Amount represents the change in the provisional estimate of the impact of the Tax Act on deferred tax assets and liabilities as of December 31, 2017.

(b) Net of adjustments, as applicable, to amortization of unearned revenue reserves, deferred acquisition costs, value of insurance inforce acquired, interest sensitive policy reserves and income taxes attributable to these items.

(c) Beginning in 2018, the change in net unrealized gains/losses on equity securities is included as an adjustment to net income.

(d) FBL Financial Group consistently utilizes adjusted operating income, a financial measure common in the life insurance industry that is not prepared in accordance with U.S. generally accepted accounting principles (GAAP), as a primary economic measure to evaluate its financial performance. Adjusted operating income consists of net income attributable to FBL Financial Group adjusted to exclude the realized gains and losses on investments, which includes the change in fair value of equity securities and the change in allowances for credit losses on investments, and the change in fair value of derivatives, which can fluctuate greatly from period to period. These fluctuations make it difficult to analyze core operating trends. In addition, for derivatives not designated as hedges, there is a mismatch between the valuation of the asset and liability when deriving net income (loss). Specifically, call options relating to indexed business are one-year assets while the embedded derivatives in the indexed contracts represent the rights of the contract holder to receive index credits over the entire period the indexed annuities are expected to be in force. Adjusted operating income is used for goal setting, determining short-term incentive compensation and evaluating performance on a basis comparable to that used by many in the investment community. FBL Financial Group believes the combined presentation and evaluation of adjusted underlying results and profitability.

APPENDIX

Reconciliation of Non-GAAP Financial Measures

	March 31,		December 31,		
	2020	2019	2019	2018	2017
	(dollars in thousands, except per share data)				
Book value	\$ 54.02	\$ 51.13	\$ 60.12	\$ 47.78	\$ 55.12
Less: Per share impact of accumulated other comprehensive income	10.48	7.68	14.39	3.69	11.44
Book value, excluding accumulated other comprehensive income ^(e)	<u>\$ 43.54</u>	<u>\$ 43.45</u>	<u>\$ 45.73</u>	<u>\$ 44.09</u>	<u>\$ 43.68</u>

* Book value per share excluding accumulated other comprehensive income is a non-GAAP financial measure. Accumulated other comprehensive income totaled \$258.4 million at March 31, 2020 and \$354.8 million at December 31, 2019. Since accumulated other comprehensive income fluctuates from quarter to quarter due to unrealized changes in market value of investments caused supplemental information.

Premiums Collected - Net statutory premiums collected is a non-GAAP measure and includes premiums collected from annuities and universal life-type products. It is a useful metric for investors as it is a measure of sales production. For GAAP reporting, these premiums received are not reported as revenues.